



State Farm

Check out this case study to see how State Farm has helped highlight the importance of LGBTQ allyship and acceptance for LGBTQ young people, in collaboration with The Trevor Project.

Why State Farm and The Trevor Project?

State Farm, a longtime friend of The Trevor Project, making investments in Trevor's services for nearly a decade. In 2020, we took our relationship to the next level with a special LGBTQ-focused cause marketing campaign. State Farm sought a charitable sponsor that would ensure State Farm had a direct investment in and impact on the LGBTQ community.

State Farm's focus on strengthening communities and being a good neighbor fit seamlessly with Trevor's research, which has found that having at least one accepting adult in an LGBTQ young person's life reduces their risk of suicide by 40%. The Trevor Project and State Farm united through the "One Good Neighbor" campaign, which focused on the simple, yet extremely important idea that one good neighbor could make all the difference in the lives of LGBTQ youth.

The Collaboration

We wanted to increase awareness of the impact of one good neighbor, so we created a campaign focusing on the role that every person can play in supporting LGBTQ young people. We engaged a breadth of influencers and talent, including but not limited to [Alex Wong](#), [Terrell and Jarius Joseph](#), and [Megan Rapinoe](#) to speak about their own experiences and engage young people online. They told powerful stories from the impact of a neighbor knocking on a door to say they accepted them, to a mentor's unwavering guidance and support as they came to understand their sexuality. State Farm also created video content with State Farm employees sharing their stories – highlighting State Farm's internal and external support for the community. State Farm and Trevor demonstrated how being a good neighbor is something everyone can do to show acceptance and love for the LGBTQ community and especially for LGBTQ young people. We highlighted Trevor's research which shows that caring for the LGBTQ people you love can save a life and created a unique campaign for State Farm that aligned with its values and core message.

Our Joint Impact

Our campaign created affirming spaces online and educated our audiences on what it means to be an ally for LGBTQ youth. Both State Farm and Trevor received significant positive feedback and reactions to our message and support of the LGBTQ community. We believe that one of the many reasons



people loved this campaign so much was because together, Trevor and State Farm built on the foundation that State Farm has been establishing for years. The campaign was authentic and creative, and the audience felt the genuine love behind the message. The collaboration, funding, and awareness that State Farm raised helped Trevor expand our services and train more crisis counselors, while simultaneously spreading Trevor's mission, amplifying the importance of allyship, and showing support for the LGBTQ community.